

✓ PRESERVED

App. F. IX-4

Previous References

1935-6
(14c)

File No. 307-35
Serial Nos. 1-2.

Letter References.

GENERAL AND REVENUE SECRETARIAT.

Serial Nos. Two



(20)

Part B for May 26

SUBJECT.

Shooting of film industry in Singapore.

GENERAL AND REVENUE SECRETARIAT.

(It)

NOTES.

File No. 307-35

FILE HEADING

Starting of Film Industry in Mysore

FROM

Mr. Bhavamani, Proprietor, Bhavamani
Production 104 Dadas Main Road, Bombay

No.

Dated

Received

Diary No.

{ 5276 Encls.

Spare copies

{ Serial No.

BRIEF ABSTRACT OF LETTER

Submits for favorable consideration a few particulars
of the establishment of film industry in Mysore requests
the grant of certain ^{facilities} ~~particulars~~ in connection therewith.

NOTES AND ORDERS.

- 1) The following concerns are requested by
the proprietor for starting the proposed
film industry in Mysore —
- 1) The Company to be called Mysore Film, Ltd.;
 - 2) Site for studio to be near Bangalore city;
 - 3) the grant of free land to the extent
not less than
of 25 aces, near Bangalore;
 - 4) Cheap power & water;

✓ Starting of a film industry in Mysore

File No.

307

of 1935.

5246

General and Revenue
Secretariat

- 6) permission to shoot scenes - use of elephants etc, at the cost of the Company;
- 7) Grant not to grant similar facilities to any other Company without consulting the Company;
- 8) grant of Rs 15000 per year by Govt. The Company will in return for this ^{promise to} supply six to eight educational films to Govt;
- to (2) The Company promise to train Mysoreans in all branches of the industry & to use Mysore labour & materials for constructing studios & producing films.

(The above details are in confirmation of Mr Bhavnani's interview with the Secy.)

Subd for orders.

by
9/5/36

Secy (4)
9.5.36

3) Mr Bhavnani wants to organize a private limited joint stock company and wants the concessions and referred to in his letter.

4) He seems to be a capable and enterprising producer and seems to have a company of talented artistes. He is anxious to produce a few pictures which will have an international circulation in addition to films

7371
11/5

Serial
No.

... That will not meet the demand for
cannos in India.

5) ... I have told Mr. Bhavnani that
the grant of franchises & concessions will be
contingent on his organizing a company with
a strong directorate and financial
backing.

6) The first question to decide is
whether it is worth while encouraging Mr. Bhavnani.
He seems anxious to do business. has had
considerable experience in the line and is
likely to do well with a sound
Board of Directors.

7) The franchises asked for
by him may be granted except 4 & 8.

8) As regards ³ 6, The Govt. can allow him
to select suitable land if Govt. land is
available. If he prefers private land, it will
have to be acquired.

9) ... 8. He will be content with
7500 Rs. I think.

10) ... The subsidy the custom (9)
may both be limited for a period of five
years. costs in 10 will have to be defined
with greater precision.

11) Govt. desire to give

Startup of a Film industry in Mysore

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Secretariat

The commercial, the further details
may be fixed at a further interview

12) Six to eight reels may
cost about 20,000 Rs a year and

This will have the cost for
the advertisement from the

various commercial industries

The films can be used for
advertisement and education

For

Secretary

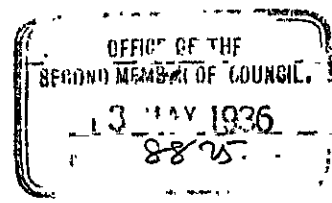
Dewan

13.5

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13.5



(14) The company, if one is formed,
may be given such concessions (as regards
land, water and power) as are ordinarily
shown to private industrial undertakings

in the state. But it is undesirable
for Govt to identify itself in any
manner with the promotion of the
company or its management. The

grant of any subsidy or monopoly
rights also is not called for

me

14/5/36

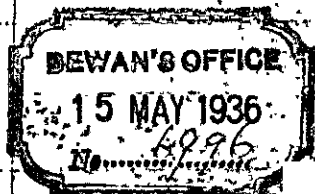
15) 1/5/36

15/5/36

18.5.36

18.5.36

18.5.36



94c 307-35

(16) Draft Subd_____

Letter D 3074/36
from Rajakanya
Pravina Mr
P.E. D'Souza
recommending
that scheme of
Mr Bhavanani
for ~~for~~ support
may be started
with safeguard.

2015/36.

Der Herr) ^{lex.}
20.5.26

22.5.86.

Issued
by
H. S. B.

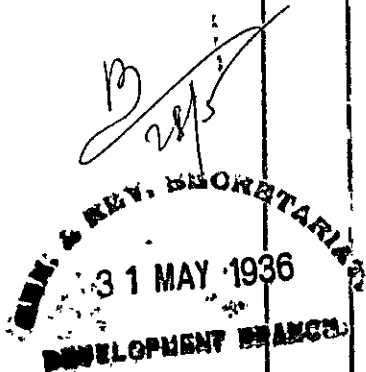
$$\frac{7628}{211}$$

2

Letter No. D. 7263 of 28/5/36

To. M-Bhavanani Esq.

States that Govt will be glad to give the Co., if one is formed the usual concessions in re. to land, water and Power as are ordinarily shown to private industrial undertakings in the State &c.



Facilities

- 1 Free land near Bangalore
- 2 Cheap power
- 3 Water
4. Permission to redevelop the State and an existing very extra cheap incidental.
- 5 Financial aid,
11% Share Capital. 10. lacs
(5%) 2nd grants new
- 6 One undertakes not to get this facility in

5547 31 Grant Road
GEN. & SECT. SECRETARIES
18 MAY 1936

Bangalore (1)

30. 4. 35 &

DEVELOPMENT BRANCH

My Dear Mr. Venkchamma

Mr. Bhawanani as
you may be aware is
one of our most distinguished
cinema artists who has
produced films of international
reputation. He has explained
his scheme for starting a studio
in Mysore ^{to the Dewan} and has been
asked to see you. He is
anxious to have a certain

amount of forth patronage for
the new / can can not so much
to get the capital as
an assurance that it will
receive every encouragement
from the State. The
is prepared to agree to
~~make reasonable conditions~~
as far as may seem necessary
when they give the can can
their support. I hope
you will be able to
induce him to have a new
industry started in the state
under proper safeguard.
Yours truly
P. H. K. Smith

*Received by
Bhavani. Singh
11/5/36
WJ*

(9) 1942. 307-35-1

FROM

M. BHAVNANI,

BHAVNANI PRODUCTIONS,

B O M B A Y.

5276

TO

THE SECRETARY FOR DEVELOPMENT
TO THE GOVERNMENT OF MYSORE,

RECEIVED
5 MAY 1936
DEVELOPMENT BRANCH

B A N G A L O R E.

Dear Sir,

In continuation of the conversation we had yesterday and the day before regarding Film Industry in the Mysore State, I beg to submit the following details and particulars of the facilities required:

- (1) That the Company be called "The Mysore Films Ltd."
- (2) That the site for the studios and offices be located in close proximity to Bangalore City.
- (3) That it be a State-aided industry.
- (4) That a grant of free land, suitable for the industry, near Bangalore, to the extent of not less than 25 acres be made to the Company by the Government.
- (5) Cheap electricity and water.
- (6) Permission to shoot scenes within the State and the use of elephants, horses, military etc. The Company undertakes to meet all the incidental expenses connected therewith.
- (7) That the Government will not grant these or any other facilities to any other producer or company without first consulting the said Company.
- (8) That the Government will give an annual grant of Rs.15000/-.
- (9) That the said Company in return for the grant undertakes to produce and supply to the Government six to eight (one or two reelers) films per year for educational, publicity and propaganda purpose - subjects to be selected by the Government.

Mr B has said
that the actual cost
for eight films only
12,000/- will be
12,000/- a week.
MM.

(10)

That the said Company will charge the Government for the above films only the cost of the raw materials and actual expenses involved in producing them.

NOTE: Incidentally it may be mentioned that should the State produce these films on their own the cost will be at least five times greater as they would need to maintain a fully equipped studio of their own. This is borne out by the fact that the Government of India Railway Publicity Department tried this experiment at Delhi for their propaganda purposes and found it so exorbitantly expensive that within three years they had to close down the work. Further it may be mentioned that the current market rate for the production of topical and educational films on order is about Rs.5/- per foot.

(11) The Company undertakes to give every encouragement and facility to Mysoreans in training them in all branches of industry. It also undertakes to employ, as far as possible, Mysore labour and to use Mysore materials in the construction of studios and in production of films.

In conclusion, I beg to assure the Government of Mysore that the steps taken in this connection will not be regretted by the Government but on the contrary they will have reason to be proud of the undertaking.

I need hardly add that I have given sufficient proofs of my credentials and of my pioneering work in the Indian Film Industry, both as a Director and Producer with an experience in India and abroad extending over a period of 15 years.

It may be recalled that the international silent film "VASANTASENA" was produced by me in Mysore with the assistance of the Palace and the State in 1929.

I shall be much obliged for an early reply.

Thanking you in anticipation,

I remain,
Yours Faithfully,

M. Bhavnani

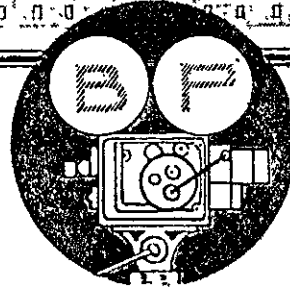
2, Ware Road,
Bangalore Cantt.,
May, 2, 1936.

Bhavnani Productions, Bombay.

Phone : 60478

Grams : "BHAVNANI PRODUCTIONS"

Bhavnani Productions



PRODUCERS OF
Talkies & Cartoons

9 MAY 1936

DEVELOPMENT - 1936

BOMBAY Dadar
7th. May 1936.

The Secretary,
The Development Department,
The Government of Mysore,
B A N G A L O R E.

Dear Sir,

I am posting to you per separate book post, a few foreign magazines, containing reviews of my film "Vasantsena" I had forgotten the file at Bombay and so I could not show it to you personally. These magazines will give you an idea what tremendous publicity one could get through the medium of films, when the proper person tackles the question. This will also give you an idea of my connections in Europe.

I suppose the Diwan Sahab has not seen these magazines. I shall consider it a favour if you will bring these to the notice of the Diwan Sahab.

The scheme in its final form has already been placed before the Diwan Sahab; and that I will be receiving the Government's written orders in a few days.

I thank you once again for your kind help and suggestions and also for your support and backing.

With regards, I remain,

Yours faithfully,

M. Bhavnani

5

SUBJECT.....

Section 94C
File No. 307-35
Serial No. 2

Diary No. of letter replied to.....

No. D. 7263
To

General and Revenue Secretariat
()
the 193

M. Bhavanani Esq.
Bhavanani Productions
No 2 Ware road
Bangalore Cantonment

Dear Sir

Date of issue..... 28.5.36

Subject
Starting of a Film Industry
in Mysore - Grant of concessions.

Signed by Secy KSR

Sir,
With refer to your letter
of 2/5/36 on the above subject
I am desired to state that Govt
will be glad to give the
the Company the concessions.

List of enclosures.....

if one is formed, the usual
concessions in
regard to land, water & power, as are
ordinarily shown to private
industrial

Copied by [Signature]

Examined by.....

industrial undertakings in
 the State. I am to add, however,
 that I ^{regret they cannot} ~~am not~~ ^{with} ~~not~~ in any
 way participate in the scheme.
 I am to add that the
~~the request for grant of~~
 a subsidy or monopoly rights
 is not also called for
~~cannot be compared with~~

but that they
 cannot identify
 themselves in any
 manner with the
 promotion of the
 Company or its
 management.

Yours faithfully

MW.

W. Dwyer
 20/5/86

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE

General and Revenue Secretariat

Dated, Bangalore, 28th May 1936.

No. D. 7263

From

*The Secretary to the Government of His Highness the Maharaja of Mysore,
Development Department.*

To

M. Bhavanani, Esq.,
Bhavanani Productions,
No. 2 Ware road, Bangalore-Cantonment.

Sir, Subject. - Starting of a Film Industry in Mysore -
Grant of concessions.

With reference to your letter dated 2nd May 1936 on the above subject, I am desired to state that Government will be glad to give the Company if one is formed, the usual concessions in regard to land, water and power, as are ordinarily shown to private industrial undertakings in the State but that they cannot identify themselves in any manner with the promotion of the company or its management. I am to add that the grant of a subsidy or monopoly rights is not also called for.

Yours faithfully,


For Secretary to Government
Development Department.

3

PROSPECTS OF A FILM INDUSTRY IN MYSORE.

Introduction: The cinema has, in recent years, attained enormous importance in the affairs of every progressive country in the world on account of its great potentialities, not only as a mode of healthy entertainment, but as perhaps the most effective medium of instruction, advertisement and propaganda.

The value of the film in the field of entertainment needs no recapitulation: its universal appeal successfully weans away every section of the populace, especially the masses and working classes from harmful ways of entertainment.

It is now being generally realised all over the world, that the visual instruction, which the film imparts is far more effective than any other form. Its comparative cheapness, the ease with which it could be distributed and its two-fold appeal through the eyes and the ears, requiring no standard of literacy, is particularly suitable to conditions in India where such a vast illiterate population exists, male and female, children and adults. The success achieved by Soviet Russia in abolishing illiteracy in the phenomenally short period of fifteen years, largely through the use of films, fully bears out this view.

To use the film for general propaganda in such departments as sanitation and public health, farming, dairying and so on, has become general practice for several governments, while many industrial organisations have regularly made use of the film to instruct their operatives towards better efficiency.

As a purveyor of news items, the topical film completely surpasses the newspaper and the radio, while in the form of the travelogue film, the attractions of any particular part of a country could most effectively be brought to the notice of the outside world, with a view to increase tourist traffic.

The film
industry
in India
To-day:

The film industry in India is at the moment just emerging from the chaotic stage in which the individual entrepreneur set out merely to make money quickly, and with no far sighted view of the industry as a whole. As a result,

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the industry has mainly been concentrated in Bombay where it originated in the days of the silent film, and of late in Calcutta; and the majority of the productions are meant more or less for dwellers in cities. Except for the purposes of cheap entertainment, almost no effort has been made to utilise the film in India to its fullest possibilities.

On a careful consideration of the present state of affairs of the film industry in India, it has been generally agreed that the time has come for enlarging the scope of the industry by opening up new production centres that can offer better facilities for carrying out the objects so far neglected. Further, owing to the lack of any sort of organised financial backing as obtains in American and more recently in England, the industry in this country is in a very disorganised condition. On account of the undeveloped state of the Indian Stage, and as broadcasting is both expensive and as yet in its infancy in India, practically the only form of inexpensive but healthy entertainment is supplied by the cinema. This is therefore the time when the enormous but still growing demand for more and better Indian films should be met by an adequate supply of well directed and well produced films in English, Hindi, Urdu and the local vernaculars. This requires an organisation based on a strong financial foundation and run on strictly business lines. Such an organisation should prove a very paying proposition, indeed, as evidenced by the fact that in America where the film producers are backed by the leading banks, the film industry ranks among the six largest in the country; even in India practically the only companies that are making money are the New Theatres Ltd., of Calcutta, the Prabhat Film Company of Poona, the Kholapur Film Company, Kolapur, and the Shree Ranjit Movietone, Bombay, all of which have adequate financial resources behind them. The first of these is backed by Sir N.N.Sirkar, the Law Member of the Government of India, the third is being solely financed by H.H. The Maharajah of Kolhapur, while the last one is working under the patronage of H.H. The Maharajah of Nawanagar. Recently the Bombay Talkies Ltd., was started with a big capital towards which H.E.H. the Nizam and H.H. the Nawab of Bhopal have contributed fairly big amounts. All this shows that Indian States have begun to evince keen interest in this growing and useful industry.

The Mysore State offers just the conditions required for a successful film industry. Almost every form of ADVANTAGES
IN THE
MYSORE STATE: natural scenery is available in some part or other of the state: rivers, waterfalls, a picturesque and well cultivated countryside, modern cities, palaces and almost tractless jungles; added to which there are historical, religious and architectural scenes that would serve as ideal film locations. Its temperate climate throughout the year is not only much better suited for proper film processing and laboratory work, but the mild monsoons would not seriously interfere with production work as happens in Bombay and Calcutta.

Mysore is again unique in having within its borders the Indian Institute of Science where the technical problems, optical, electrical and chemical, constantly arising during production work, could always be referred for speedy and effective solution. The supply of electrical energy is comparatively cheaper in the Mysore State than anywhere else.

Mysore State offers another advantage in the shape of an abundant and cheap supply of educated and cultured artistes from the Indian and Anglo-Indian population resident in and around Bangalore and Mysore, and best suited for the production of the films in view. The availability of such Anglo-Indian artistes will be a great help in the production of international films as proposed later. As a result of all these facilities, it is highly probable that film production in the Mysore State will not only be cheaper than it is at present in Bombay and Calcutta but that the quality of the productions would be much improved.

BENEFITS
TO
THE STATE: From the point of view of the Mysore State and its population, the establishment within its borders of a successful film industry offers great advantages in the shape of employment directly on its staff to artistes as well as artisans such as painters, photographers, musicians, carpenters; while indirectly for its various departments to the manufacturers and suppliers of its numerous requirements. It will offer facilities, almost unobtainable otherwise, to train Mysorians in the film industry, both from the artistic and technical points of view, that would qualify

them to work in this new branch of activity. More than fifty percent of production cost will normally be spent in the State in the shape of salaries and wages and the purchase of goods available locally. Further it will give an impetus not only to the establishment of new industries but encouragement to the existing ones in connection with lithography, printing, block-making, moulding, carving, silk and cotton and many others. Finally, it must not be forgotten that a successful film industry will always prove a valuable source of income to the state.

It is proposed to promote a limited liability company THE PROPOSED COMPANY AND ITS PRODUCTION PROGRAMME aided and backed by the Mysore State, for the production of films in Bangalore and to start it with an authorised capital of Rupees ten lakhs. The minimum capital that will be required to start work will be approximately five lakhs subscribed and paid up. It is expected that this will enable the company to work on the basis of production of a minimum of eight films per year as detailed below:

- (a) Four Films in Hindi or Urdu,
- (b) Three Bilingual Films in Hindi or Urdu with local Vernacular versions.
- (c) One Bilingual Film in English with a Hindi or Urdu version for the Indian and International markets.

The fixed capital expenditure proposed to be incurred is scheduled in Annexure "A". The recurring expenditure during one year on the basis of the above film production programme is shown in Annexure "B". The minimum income expected is detailed in Annexure "C".

On a perusal of these annextures it will be found that the company will be in a position to declare a dividend of over 15% after the second year of its working as it will require at least six months after commencement of business to erect and equip the studios. During this construction period, it is proposed that in order to avoid delay and minimise overhead charges, a unit be formed to produce two international films in English with Hindi or Urdu versions. The outdoor scenes would be filmed in the Mysore State, while the indoors would have to be done in some studio in England. The latter would at the start be necessary for the films to attain the technical perfection that is required in the international market. When the unit is in

England, the necessary arrangements could be made to purchase the very latest types of studio equipment under the most favourable terms. Lastly, the great publicity that would come to the company for producing these two international films, together with the connections that it would make with the English film industry, would start the company under the most favourable conditions.

PROFITS: The estimates of revenue and expenditure are on the basis of the level of film production in Bombay, but due to the facilities offered in the Mysore State there is every likelihood of securing a saving of at least 10% in these expense estimates. Further, the estimates of income refer to that from the productions of the company on its own account. The company, however, undertake production and distribution on behalf of other producers and also of State Departments, for instance those of Medicine and Public Health, Agriculture, Education, as well as of any other public body. The production of topical, newsreels and advertisement films will also be a source of additional income. These other activities are estimated to secure a supplementary income of approximately Rupees 40,000/- annually as shown separately. This will enhance the rate of dividend because the expenses in relation thereof have been included in the estimate of revenue expenditure.

Lastly, it is intended that, as the company progresses, theatres will be either owned or controlled in all the principal cities, first in Mysore and then all over India, so that the profits of exhibition would add to the profits of production to increase the profits very greatly.

Mr. M. BHAVNANI: The proposed company will have the advantage of the expert services of Mr. M. Bhavnani, who has a record of film production in India for over ten years both as Director and as producer-director of silent and talking films. Mr. Bhavnani received his training in the studios of Germany and England and has since then kept constantly in touch with the latest developments in film technique and equipment owing both to his command of German and French as well as to his frequent visits abroad in connection with his business. He has produced twenty-one silent and fourteen talking pictures all of which have been received well in every part of the

country. He will be remembered as the producer-director of the international film "Vasantasena", the outdoor scenes of which were largely filmed in the Mysore State, and which was so much appreciated both here and abroad.

Mr. Bhavnani had in every detail planned and directed the building of the studio and laboratories of the Ajanta Cinetone Ltd., in Bombay, having been its founder-managing-director, and he will therefore be fully capable of designing and supervising the erection of the studios and laboratories of the proposed company.

In addition to his having trained more than one successful film director in India, several stars of Indian Films, Sulochana, Durgabai Khote, Nalini Tharkad, Nargis, Prabha, Nayampally, Parasher, Fatty Prasad, and several lesser ones always remember that it was Mr. Bhavnani who had discovered their latent talents and brought out their best with sympathetic direction.

With Mr. Bhavnani come a number of trained and popular artistes, including Miss Enakshi Ramarau, who starred in the international productions "Shiraz" and "Vasantasena", Mr. Nayampally who is probably the best athlete and stunt artist today in India, Mr. Parasher, the highly finished artiste, and several others, including technicians thoroughly trained, each in his own branch.

ANNEXTURES:

Annexure "A".

Fixed Capital Expenditure.

Rs. 40,000	One sound proof cellotexed Studio.
30,000	Office buildings for office, artistes, etc.
5,000	Carpentry and moulding & motor garage.
2,500	Film concrete godown.
5,000	Laboratory building.
6,000	Electrical fittings.
20,000	Lighting equipment.
30,000	Cameras.
3,000	Projector.
40,000	Sound Recording Equipment R.C.A. with one spare.
3,000	Moviola.
35,000	Automatic laboratory.
20,000	Motor-cars; 2 touring, 1 sound truck, 2 lorries.
5,000	Office equipment.
20,000	Backscreen projection.
10,000	Crane, Dolly.
25,000	Construction of 2nd. Studio.

Rs. 3,00,000	

Annexure "B".

Running Expenses.

Rs. 2,04,000	Staff Salaries:- For one year @ monthly Rs.17,220 per month.
Rs. 1,000	General Director.
400	Tamil
800	Two other directors.
125	Editor
70	Two Joiners.
1,200	Camerman Rs.1,000 plus 200
60	Two assistants.
900	Two recordists Rs. 600 plus 300
100	Two assistants.
1,000	Art Director
400	Music Director.

Rs. 400	Seven Musicians.
100	Head moulder.
125	Five moulders.
400	Setting man.
200	Head painter.
150	Three assistant painters.
350	Seven carpenters.
150	Still photographers.
800	Laboratory.
100	Two tailors.
Rs. 6,000	Electricity for twelve months.
12,000	Chemicals " " "
165,000	Raw films:
Rs. 77,500	3 double version films.
62,000	4 Hindi films.
25,500	1 Hindi-English.
1,000	Censoring
2,000	Property.
2,000	Costumes.
4,000	Settings.
3,000	Outdoor expenses.
4,000	Publicity materials
3,000	Advertisement.
19,000	Per picture
152,000	For 8 pictures:
31,000	Extra and unseen expenses.
30,000	For repairs, renewals and depreciation.

6,00,000

Annexure "C".

	<u>Income.</u>
Rs. 3,30,000	3 double version (Hindi-Tamil) films.
	30,000 Tamil
	80,000 Hindi
	1,10,000 each
3,20,000	Four Hindi films, @ Rs. 80,000 each.
1,50,000	One Hindi-English. Approximate minimum.
8,00,000	
1,20,000	Less commission @ 15%
6,80,000	
25,500	Sale of publicity @ Rs. 2,500 per picture
	30,000 For 12 pictures.
	4,500 Less sale commission
<u>7,05,500</u>	

Supplementary Income:-

30,000	Studio hire for 3 outside pictures @ Rs. 10,000
10,000	From production of topicals, educational shorts.
Rs. <u>40,000</u>	